

Fundamentals of the  
**Investment Funds Business**

Stiftung zum Glockenhaus, Sihlstrasse 33 and KVZ building at Pelikanplatz (Talacker 34) in Zurich

**Suitable for employees from: banks, fund management companies, insurance companies,  
asset management, fund representatives**

**1<sup>st</sup> time in English**

**1 to 22 October 2010**

09h00 - 16h30

program

| Day 1: 01.10.2010   | Day 2: 08.10.2010   | Day 3: 15.10.2010  | Day 4: 22.10.2010   |
|---|---|--|---|
| <p><b>Module 1:</b><br/>(2 pm – 5.30 pm)</p> <ul style="list-style-type: none"> <li>• Fund market Switzerland (products, providers, value chain and market)</li> <li>• Objectives, benefits of funds</li> <li>• Fund law and regulations</li> <li>• Fund valuation</li> <li>• Fund pricing</li> </ul> | <p><b>Module 2:</b><br/>(2 pm – 5.30 pm)</p> <ul style="list-style-type: none"> <li>• Fund categories</li> <li>• Fund return</li> <li>• Fund risks</li> <li>• Fund costs</li> </ul> | <p><b>Module 3:</b><br/>(2 pm – 5.30 pm)</p> <ul style="list-style-type: none"> <li>• Fund linked portfolio management (strategy funds, fund of funds, fund portfolios)</li> </ul> | <p><b>Module 4:</b><br/>(2 pm – 5.30 pm)</p> <ul style="list-style-type: none"> <li>• Special: basics of Hedge Funds</li> <li>• Introduction into the world of structured products</li> <li>• TEST (approx. 45 min.)</li> </ul> |

## target group, objectives of course

### Target group / requirements:

- Suitable for product and operations management, client and investment advising, fund marketing, distribution, administration, custody, assistants in the area of the investment funds business or career changers (banks, fund management companies, insurance companies, asset management, fund representatives etc.)
- Basic knowledge in banking and finance is helpful

### Objectives of course:

- Thematic focus lies on the Swiss funds business (jurisdiction: Swiss fund law)
- In regard to contents and structure, the course is geared to market and product practice Switzerland
- Course imparts basic knowledge of fund business in an understandable, comprehensible language
- Participants make themselves familiar with the variety of technical terms and definitions and get to know the fundamental context of the fund business (investment funds and other collective investment schemes)
- Special attention to expression (explain something in own words) and ability to draw facts in a simple way
- Means of the tuition: press coverage of funds (daily and financial papers), fund information in the internet, fund prospectus, fund fact sheets, regulations and annual reports

**details course**

**Lead and organisation:** Sandra Weisstanner-Greutmann, Fund-Academy AG, Zurich

**Locations:**

Stiftung z. Glockenhaus, Sihlstrasse 33, Zurich on 1/8/15 October 2010

KVZ building at Pelikanplatz (Talacker 34), 1st floor, room Hermes, 8001 Zurich (entrance next to the small bakery Hard by the tramway lines 2 and 9) on 22 October 2010

**Tuition fees:**

Course, including test and teaching material: CHF 2'100 (VAT not included; please refer to company agreements for individual rebates and discounts)

**Test:**

Participants will get a certificate after having attended all modules and successfully passed the test

**Information, inquiries and registration:**

info@fund-academy.com

Phone: 044 / 211 00 13

Fund-Academy AG  
Sihlstrasse 99  
8001 Zürich

[www.fund-academy.com](http://www.fund-academy.com)

registration:

# Fundamentals of the Investment Funds Business

**Registration deadline is 30 days prior to course start**

Please send to: Fund-Academy AG  
Fundamentals of the Investment Funds Business  
Sihlstr. 99  
8001 Zürich

or via fax: 044 211 01 03

**Personal data:**

First name / name:

Company:

Business address:

Member\* VAS, VSV, LAFV:

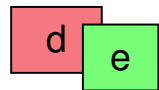
Business phone:

E-Mail address:

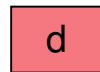
Date and signature:

\*) Discount level 2

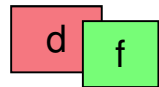
## overview of courses / trainings 2010



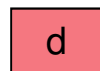
**Dipl. International Fund Officer FA/IAF (Strategic Management-Excellence) – Diplomstufe A**  
deutsch / English; Fund-Academy, Zürich, Lux., Frankfurt, Brüssel



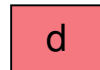
**Cert. IFS International Fund Strategy (Strategic Management-Excellence) – Diplomstufe A**  
deutsch - HL Hochschule Liechtenstein, Vaduz – alle 2 Jahre



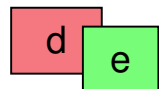
**Dipl. Swiss Fund Officer FA/IAF (Operations Management-Excellence) – Diplomstufe B**  
deutsch / Fund-Academy, Zürich; français / Fund-Academy, Lausanne / Genève



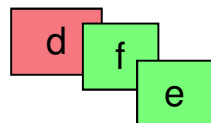
**CAS SCIPE® - Swiss Cert. Investment Products Expert – Diplomstufe B**  
deutsch / HWZ Hochschule für Wirtschaft, Zürich



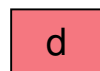
**Cert. IFB International Fund Business (Product / Marketing Management; intl.) – Diplomstufe B**  
deutsch - HL Hochschule Liechtenstein, Zürich und Vaduz



**Dipl. Fund Operations Specialist FA (Grundstufe Operations Management) – Diplomstufe C1**  
(u.a. zwecks Vorbereitung für den SWISS FUND OFFICER; Kostenanrechnung); deutsch, Zürich;  
**Cert. Fund Operation Specialist FA** (basic level operations management)–diploma degree C1; English, Zurich



**Einstiegskurs Kollektivanlagen (Praxislehrgang) in Zürich – 4 Nachmittage – Diplomstufe C2**  
**Cours de base**, français, Genève; Diplôme C2  
**Fundamentals of the investment funds business**, English, Zurich, diploma degree C2



**Diverse Praxis-Updates: Ein- und Zweitäger-Kurzlehrgänge, vierteljährlich**  
**Fondsrecht, Tax, Immobilienanlagen, ETF, Asset Management, Fund Marketing/Sales, Strukturierte Produkte u.a.**; deutsch / Fund-Academy AG, Zürich